

Women of Achievement



Jody Merl led an exciting and industrious career to develop a strategic business niche, fueled by her entrepreneurial spirit. The founder and president of Innovative Travel Marketing (ITM) since 1992, launched ITM Newspaper Media Buying Services in 2017. She now leads two powerhouse companies that presciently changed the landscape

of media planning and buying. Her successful media-buying venture has shrugged off the end of print and affirmed newspaper as the most trusted and lucrative form of advertising.

Digital may be king, but to Merl, newspaper is the humble, hard working emperor. Her division of ITM Newspaper Media Buying Services reflects her passion for multi-

platform newspaper — print, digital and mobile — in service to an ever-expanding, loyal client base. With an “above & beyond” philosophy, they have forged solid relationships with wide-ranging businesses, including news, finance, automotive, insurance, retail and more. She has surrounded herself with seasoned specialists who deliver

coveted placements at the most efficient costs in newspaper media options.

Kim Aiello, executive vice president, ITM Newspaper Media Buying Services, is renown in the industry for her peerless expertise as a masterful

negotiator who works tirelessly and creatively to deliver the greatest value and service to her clients. She is passionate about providing the best rates and positioning for advertisers and providing consistent business to over 2000 newspapers around the country.

As a newspaper guru, loyalist and operational wiz, Kim is leading ITM’s expanded division of multi-platform newspaper – print, digital and mobile – to service a broad category of businesses as the division’s EVP Media Buying. In this role, she will continue to be a trusted conduit and unrivaled buyer between agencies/clients and the newspaper sector. Kim received her Master of Business Administration from Dowling College.

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